

Live In Torrance

# Torrance Herald

Buy In Torrance

Thirteenth Year—No. 15

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## L. A. BODY STUDIES TORRANCE AREA

### Harbor District Chambers Will Meet in Torrance Tonight

#### HUNDREDS WILL BE THERE

C. J. Colden Will Address Meeting on City's Problems

UNCLE REMUS BOOKED

Broadcasting Feature Arranged by Famous Comedian of KRJ

Several hundred guests from the great district between Los Angeles and the sea will attend the monthly banquet of the Harbor District Chambers of Commerce at the Torrance Women's Clubhouse tonight.

An interesting program has been arranged. C. J. Colden, councilman of the city of Los Angeles will speak on "Problems of the City."

A feature of especial interest will be a broadcasting feature arranged by Uncle Remus of Station KHJ, The Times-Los Angeles, California.

Other features of the program follow: Invocation by Rev. F. A. Zeller; address of welcome, by George A. Proctor, president of the Torrance Chamber of Commerce; response by Frank Merriam; community singing led by Walter Melinger accompanied by Mrs. Emma Bartlett; acrobatic dance by Miss Mary Wilson, accompanied by Miss Nyla Tansey; Polish dance, by Ella Levy; Spanish dance by Virginia and Jeanette Mikelson, accompanied by Miss Tansey; address by Edward Grubb, president of the Los Angeles Junior Chamber of Commerce; piano solo by Miss Elsie Teal; address by Rufus Pace.

The dinner will be served by members of the Women's Club of Torrance.

#### DOLLAR DAYS APRIL 22-23

Added impetus will be given to the popular semi-monthly bargain events in the Torrance merchants' "Buy Better in Torrance" campaign on Friday and Saturday, April 22 and 23, when the combined efforts of all co-operating merchants will be directed to give shoppers in this district the greatest Dollar Day event ever staged here.

The bargain days every two weeks have been a pronounced success so far. But the merchants plan to make Dollar Days the biggest festival of shopping ever seen here. Many of the merchants are buying special goods for the event. News of the Dollar Days will be in next week's paper. They will be worth looking for, according to local merchants.

#### HARRY IS INITIATED

Harry Roberts, proprietor of the Dolley Annex, was initiated into various mysteries by the Torrance Volunteer Fire Department Monday night. Harry reported for work Tuesday morning on time, but looked a bit pallid.

#### BILL THE BARBER SAYS

The flapper puts off tomorrow what she has worn today.

### Torrance Quiz

How Much Do You Know About Your City?—Play This New Question and Answer Game in The Herald—Enjoy and Learn

- 1—Where is the location of the Torrance water supply?
- 2—What is the eastern boundary of the city of Torrance?
- 3—Who owns the lot at the southwest corner of Craven's avenue and El Prado?
- 4—Who is treasurer of the city of Torrance and how is he chosen for office?
- 5—What is the annual salary of a member of the Board of Trustees of the city of Torrance?
- 6—In what city is the third largest county branch library in Los Angeles County?
- 7—What are the annual dues for membership in the Torrance Chamber of Commerce?
- 8—Who is entitled to use the tennis courts on the High School Grounds?
- 9—How much money per \$100 of assessed valuation is allotted in Torrance for civic promotion and advertising?
- 10—Who is president of the company which operates a factory in Torrance for the manufacture of abalone shell knives and manicure sets? (Answers on Last Page)

### April Permits Issued for 27 Dwelling Units

\$35,000 Apartment House and \$16,000 Court Are Started Here

Permits for 27 dwelling units have been issued in Torrance since April 1.

Twenty-two of these units will be in an apartment house and a court, construction of which has started.

The Safety Investment Company has begun construction of a two-story brick apartment house at 1115 Sartori avenue. This building will have 12 modern apartments. The building will cost \$35,000.

William Goldfinger is building a ten-unit court at 721-723 Sartori. It will cost \$16,000.

Permits recently issued at the city hall are as follows: Mrs. E. Carlson, 1512 Acacia, five-room stucco house, and garage, \$3200; E. M. Kingsley, 1428 El Prado, six-room stucco and garage, \$4000; Safety Investment Co., 1115 Sartori, two-story brick apartment house, \$35,000; William Goldfinger, 721-723 Sartori, ten-unit stucco court and garages, \$16,700; A. E. Thomas, 1028 Anapola, garage house, \$700.

### Recruiting Here For Nat'l Guard Coast Artillery

Recruiting for the California National Guard is being carried on in Torrance this week. In an effort to interest Torrance men in signing up for harbor defense work, coast artillery branch.

Prospects for a local battery, to be composed of Torrance men, are good, provided there are enough volunteers, according to the information given by Corporal William Savage, who with Private Hudson, of the 25th Coast Artillery, Battery E, is in charge of the recruiting station here.

One of the guardsmen will be found on duty at all times, and will readily furnish information to those who show an interest.

Enlistments are also being received at the tent for the Citizens' Military Training Camp to be held June 25 to July 26.

Watch for announcement of Lomita Public School Night.—Adv.

### Stress Need of City Plan

Stressing the need of a new city plan made to conform with the changing development of Torrance, Charles Cheney, noted city planning expert, made a preliminary report to Torrance residents at the American Legion clubhouse Tuesday night.

Mr. Cheney's address follows, in part: "The city planner can only assemble the ideas the people may have about the town and give them an idea of the policy of growth. When this lovely little industrial town was started, Mr. Olmsted, who is one of the really great men of our time, I think, gave you a very lovely plan, well conceived, the idea being that the industries should be on the windward side of the town, so that smoke or fumes would always go away from the residential districts. He gave you a nice plan down the center here, with your school at the end, and originally he had, not these rectangular streets, but nice, curved streets for the residences. Any city that can get away from the rectangular plan is better off. I hope you will still plan that plan in your new area."

"I think I am pretty familiar with your problems. Some things which may not have been evident to you stand out pretty clearly. Your plan [line for the town as a small, closely-knit, industrial town, but when the Santa Fe came in here and you ceased to be a one railroad town, you changed over immediately to an entirely different scheme of things from anything originally contemplated. In fact, you just about ruined the original plan as far as the plan goes. Probably for the growth of the city it was a great thing for the Santa Fe to have come."

"What is the fun of living if you can't have a nice environment? I just want to raise that question."

#### Senses Chance for Ideal

"I was interested when you invited me to come here, because I think you have the one chance that I yet know of in Southern California to be an ideal industrial town. You once started out to be. I think since the day that the Santa Fe came in here (not for any fault of theirs) that you lost your ideal. That is, you have done nothing that I can see yet to insure that the character that you started with, the scheme of a really well thought out, well planned, well carried out, industrial town that you started with can go on. In other words, you have put a ring around that town. The new industries will be so much greater than the ones you've got that you have no conception of it. You will have ten to a hundred industries bigger than any here now in ten years. The Hollywood-Palos Verdes Parkway will change this town a great deal."

#### Cites Home Need

"You need very badly a district of small homes, a large district of good, small homes close to the works, but you also need a district of more expensive homes, because if there is a well protected district of that kind, all of the executives and other people will live near the works."

"We need, perhaps, some apartments. If you want to encourage home ownership, you must set aside some districts where only single family dwelling permits are issued."

"It is fair to say this part of town cannot say that this part of town can have only industry. The small home owner will block industrial development. He cannot pay the assessments for payments, sewers, etc. He can't pay for fire protection, high tension power lines and spur tracks in the sidewalks. He won't stand for elevated sidewalks for deliveries. Industry must have much that the home owner can't allow in his neighborhood. The only safe way for industry to give an industrial zone the privilege of working out its own destiny, free from any possible residence permits, and you should have an industrial district that is really an industrial zone, not just toleration zones. Establish a place

### Observations

What's Doing in California—Facts for Fast Reading; Tokio Telephones—New Roads for Old; Cheap Gasoline

By W. HAROLD KINGSLEY

FACTS about this great state of California, folks, in their infinite variety make interesting reading.

Did you know? That travel over Santa Fe Railroad to California during past winter season shows increase of 15 percent over same period last year.

That Market Street Railway Company, San Francisco, owns 1926 carried total of 265,568,916 passengers.

That a \$50,000 new postoffice is under construction in Hayward. That construction has commenced on Westwood campus of University of California.

That plans are completed for construction of \$1,000,000 South Coast Clubhouse between Huntington Beach and Newport. That new buildings and landscaping costing \$4,500,000 will be started July 1 at University of California.

That five tons butter a day is daily average output of Lucerne Creamery at Hanford.

That \$27,000 has been appropriated for work on Steckton deep-water project.

That Hal Roach Company and Mack Sennett Company plan to establish joint moving picture studio on 500 acres of land recently purchased near Van Nuys.

That bids were opened for construction of new high school at Mt. Shasta.

That plans are under way for establishing airdrome and barracks at Marsh Field near Riverside, at expense of \$1,300,000. That work will start soon on \$100,000 enlargement project of Wilmington Boat Works at Wilmington.

That Orange County Refining Company's plant recently destroyed by fire, is to be rebuilt and enlarged at Newport Beach.

That construction has commenced on first series of beach tea shops on ocean front at San Francisco to cost \$70,000.

That Southern Sierras Power Company is building 75-mile power line from San Bernardino to Rincon.

That on December 31, 1926, San Diego Consolidated Gas and Electric Company was serving 59,500 electric consumers, a gain of 6874 during the year, and 48,686 gas customers, a gain of 4762.

That a vein is found in Bonanza King mine at Carrville with ore up to \$100,000 a ton.

That number of electric consumers served in 1926 by Coast Valleys Gas and Electric Company increased 16.15 percent over 1925; gas sales increased 25.58 percent. The company invested a total of \$689,063 in new plant construction and equipment during the year. In 1927 it will expend \$753,150 for the same purpose.

That San Francisco claims highest per capita wealth of any great American city.

When a new subscriber in Tokio wishes to have telephone service, it costs him 1600 yen, or about \$750, for installation alone; after that he must pay regular cost of service. Last year number of telephones in the United States increased 800,000. If each new subscriber had been required to pay \$750 for installation, it is safe to say the increase in number would have been much smaller.

The Anderson, Indiana, Herald, in a recent editorial, commends the policy adopted in the Hoosier state of surfacing old "turnpikes" with suitable waterproof material.

It points out that these old roads are packed down accumulations of gravel and form a better base than any man can make. Utilizing old road base in this manner gives a community a hard road free from dust and easy to travel, and enables a county or state to build two or three times the amount of road that could otherwise be secured.

With modern road machinery and tractors powerful enough to level up hard surfaces, and with plastic mixtures to make a waterproof top course, thousands of miles of country roads can be improved in a satisfactory manner where entire new paving costs would be prohibitive.

Americans not only get the cheapest gasoline in the world, but they get their gasoline more cheaply by comparison with the general structure of prices than any other staple of comparably wide use.

Take your American dollar to Paris or Berlin, to Constantinople or Buenos Aires, to the city of Mexico or Shanghai, or Peking or Timbuctoo, and you will get for it only a fraction as much gasoline as you would get here in the United States at any filling station. That is true because the industry here in America is incomparably more efficient than in any other country, and because it has always passed on to the consumer the benefits of improved processes and advanced methods in both production and distribution.

There is happiness in the Katz home and the mother, doing nicely at the hospital, has a glowing light in her eyes.

Two years ago Mrs. Katz submitted to a Caesarian operation, but the child thus born did not live.

There was sadness in the Katz home. Tuesday morning Mrs. Katz again went to the operating table at the Jared Sidney Torrance Memorial Hospital for a Caesarian operation.

The operation was splendidly successful and now Mr. and Mrs. Katz are the parents of two fine twin daughters. One weighed 5 1/2 and the other 5 1/4 pounds.

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### DISTRICT'S BENEFITS SHOWN

Prominent Los Angeles Leaders Hear Torrance Industrial Advantages

HEAVY METALS CENTER Regard Local Region as Coast's Iron and Steel Hub

Many of the most prominent men in Los Angeles spent two hours Monday learning about the manufacturing advantages of Torrance.

The occasion was a meeting of the manufacturing committee of the Los Angeles Chamber of Commerce called for the purpose of studying the Torrance industrial district.

Industrial agents of the Pacific Electric and Santa Fe railroads were present. Carl L. Hyde, secretary and Rufus Page, chairman of the Torrance Chamber of Commerce Industrial Committee, Frank Coates, manager of the Torrance Flat Glass company; Tom Conway, industrial agent of the Santa Fe and James M. Fitzhugh, sales manager of the Columbia Steel Corporation told the committee about Torrance.

The committee expressed a desire to visit Torrance industries on a tour of inspection and Mr. Fitzhugh is endeavoring to arrange the tour on the date that the new sheet mill of the Columbia Steel Corporation starts operations.

Several members of the Los Angeles committee declared that they regard Torrance as the logical center of the heavy metals industries of the coast.

Frank Coates made an interesting address in which he stressed the need of a freight interchange in Torrance between the Santa Fe and the Pacific Electric.

#### Boost Torrance By Air Mail

Boost Torrance by air mail. All Southern California will broadcast the wonders of the Southland by air mail between now and Saturday night.

The occasion is the anniversary of the establishment of air mail service from Los Angeles.

The Torrance Chamber of Commerce has prepared booster air mail postal cards. They may be obtained free at the Chamber of Commerce offices or at the postoffice. All you have to do is get one, write a personal message on it, address it and affix a 10-cent stamp. The postoffice department and the Western Air Express will do the rest.

There are plenty of the postal cards, attractive in red, white and blue, to go around. Send a Torrance air mail postal back east.

#### Doll Show Here Friday at 2 P. M.

Girls in Torrance will participate in a doll show at the school playgrounds at 2 o'clock Friday afternoon. Any little girl with a dollie is requested to come and show her little friend.

On Saturday afternoon at 2 o'clock there will be an Easter egg hunt at the playgrounds.

The grounds have been open each day during the Easter vacation, with Mary L. Poyet Fitz, playground director, in charge.

Use Durocote for that leaky roof. Consolidated Lumber Co. Adv.

### Local Workman Contacts 15,000-Volt Wire; Lives

Columbia Steel Employee Severely Burned at Plant Wednesday

Joseph W. Mann, employe of the Columbia Steel Corporation, sustained severe burns on his shoulder, back, neck, and both arms Wednesday afternoon when his shoulder contacted a high voltage line while he was working on top of the company's power house.

All of Mann's clothing above the waist was burned off his body. Fresh on the shoulder which contacted the wire was badly burned. The line which Mann's shoulder touched carried 15,000 volts.

The Torrance Volunteer Fire Department made a fast run to the Columbia plant when a call was put in for the city pulmotor. When the firemen arrived, however, Mann had regained consciousness, and was rushed to the Jared Sidney Torrance Memorial Hospital.

Mann is a resident of Gillette Manor. The physician in attendance says that Mann will recover.

### Walteria Radio Man Is Sought By Authorities

Warrant Out for Hutchins on Fake Contract Sale Charge

R. L. Hutchins of the Walteria radio station is being sought by police of four Southern California cities on a charge of fraud in connection with the discounting of contracts for radio sets.

According to the authorities, Hutchins sold spurious contracts and in some cases sold the same contract to several different finance companies.

False and duplicate contracts were disposed of, police declare, in San Pedro, Redondo Beach, Long Beach, Wilmington, and Torrance.

It is asserted that Hutchins worked through several accomplices and that one of them has been placed under arrest. A warrant for Hutchins' arrest has been issued.

### Plant Produces Mile of Glass In Eight Hours

Production at the Torrance Flat Glass Company's plant went into a new record Monday when a mile of window glass was turned out in eight hours. The finished glass was perfectly clear and was cut and boxed immediately for shipment on orders.

Executives of the company were elated at the excellence of the glass and the uninterrupted record production.

### Lomita Woman, Long Wanting Baby, Has Caesarian Operation And Now Is Mother of Twins

Mr. and Mrs. William Katz of Lomita have longed for children for a number of years.

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## Torrance Dollar Days, April 22-23---Torrance